Reddit Community Scaling Strategy

How do you seed the initial content?

Start by seeding 15–20 evergreen posts before launch: step-by-step visa breakdowns, real applicant stories, honest FAQs, and IRCC policy updates. Write conversationally, cite official sources, and skip corporate jargon. Recruit 5–10 recent immigrants or licensed consultants to comment early, creating natural back-and-forth that makes the sub feel lived-in from day one.

How do you attract relevant users from other subreddits without getting banned for self-promotion?

To pull in relevant users without triggering self-promotion bans, become a genuine helper in r/CanadaVisa, r/immigration, r/Expats, and r/PersonalFinanceCanada. Answer questions thoroughly, share actual paperwork lessons, and only mention your sub when it naturally aligns: “We’re building a Canada-only space for exactly this—r/[Name] has deeper threads if you want peer advice.” Never drop links. Let consistent, rule-compliant helpfulness do the work.

How do you safely funnel these users to the Liberty Immigration website?

Once you cross ~300 active members, shift to retention and gentle funneling. Host weekly AMAs, document-review threads, and “what worked/what failed” showcases. Build a living subreddit wiki with timelines, checklists, and fee trackers. When users ask for official forms or calculators, point them to Liberty Immigration’s free resources naturally: “We put a free, step-by-step checklist on our site to cut through the IRCC jargon—link’s in the wiki if it helps.” Pin a transparent mod post explaining Liberty Immigration sponsors the space, but the community sets the tone. Track which posts spark real replies, double down on those, and moderate spam ruthlessly. Real value, clear boundaries, and steady consistency will organically carry you to 1,000 engaged members.